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PTO/SB/92 (09-06)  
Approved for use through 03/31/2007. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Application No. (if known): 09/922,348

Attorney Docket No.: 020748.0224PTUS

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PTO/SB/21 (09-06)  
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<h1>TRANSMITTAL FORM</h1> <p><i>(to be used for all correspondence after initial filing)</i></p>		Application Number	09/922,348-Conf. #7283
		Filing Date	August 3, 2001
		First Named Inventor	Dana Borger
		Art Unit	2152
		Examiner Name	D. Chankong
Total Number of Pages in This Submission	21	Attorney Docket Number	020748.0224PTUS

ENCLOSURES (Check all that apply)		
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Printed name	Darren W. Collins		
Date	March 1, 2007	Reg. No.	44,625

020748.0224PTUS

Serial No. 09/922,348



**In the Application of:**

Examiner: Chankong, Dohm

Group Art Unit: 2152

Confirmation No.: 7283

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR  
INTEGRATING ADVERTISING WITHIN WEB CONTENT

**Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450**

Dear Sir:

## RESPONSE

In response to the Office Action of December 1, 2006, please consider the following remarks. The following claims, which have not been amended, are reproduced below solely for the convenience of the Examiner.